

# Digital Business-Applications BIS 1111

## Syllabus, Summer 2020

<b>Weekly hours</b>	4 hours
<b>ECTS-Credits</b>	5
<b>Workload</b>	Contact hours 15*4= 60 hours Reading assignment for each class 14*2=28 hours Do research on the internet to find current case studies of companies related to digital business applications 6*2= 12 hours Rework of class content 15*2 = 30 hours Exam preparation 20 hours Total:150 hours
<b>Begin</b>	19.3.2020
<b>Language</b>	English
<b>Prerequisites</b>	none
<b>Lecturer</b>	Prof. Dr. Joachim Schuler Office: W2.2.04 Email: joachim.schuler@hs-pforzheim.de Office hours/colloquium: see <a href="#">LSF</a>

### Course Description

The course imparts Digital business applications

- to support the value chain of a company
- to provide a platform for E-Business
- to support managing knowledge and decision making and
- Computer-based exercises to solve modest complex business tasks

### Learning Goals

The students

- have an overview about the typical portfolio of digital business applications in divers industries
- understand relationship between business requirements and corresponding IT solutions
- are aware of challenges to implement digital business applications as a case of change management
- are able to solve modest complex business tasks by using a software system

### Overview of Course Content

- Introduction to “business” and business processes
- Overview business applications und eBusiness
- Selecting and Implementing business applications
- Deeper view to some business application like CRM, BI, ERP

### Contribution to program goals

2.1	Use of IT in laboratory	Computer based exercises with Excel, CRM, BI-Systems
3.1	Critical thinking and analytical competence	Critical analysis of requirements for business applications
5.2	Oral communication	Presentation of project results
6.1	Team work	Conducting team work
7.1	Expert knowledge	
7.2	Application of methods	Selection of standard software
7.3	Critical reflection/ alternative solutions	

### Teaching approach

This course follows a holistic approach to teaching and learning with Hands-on-Training. During the lectures, the content will be presented supported by in-class discussions. Additionally, case studys are used to deepen the students' understanding. The case study will need to be work in teams.

### Course assessment

Your grade for this course is derived from scores you will receive on a number of graded activities. Each activity has been assigned a point value based on specific criteria. Graded Activities included the following:

- Contribution to discussion, forum .... 25%
- Assignments and Projects (group work) 25%
- Final written exam 50%

Team work is to be shared equally among members of the group.

### Literature

	Laudon, K.C. and Laudon, J.P., Management Information Systems. Managing the Digital Firm. 13th ed., Boston et al 2014 (respectively the current edition)

### Ressources

Lecture slides, materials and any additional resources will be provided through the e-learning platform

### Timetable (tentative)

#### W3.2.02

13.45 - 17.00

19.03.20	Kick Off
26.03.20	Intro Business
02.04.20	Business Applications
09.04.20	
16.04.20	Business Applications
23.04.20	Business Applications CRM
30.04.20	CRM Workshop
07.05.20	Business Applications ERP
14.05.20	eBusiness
21.05.20	
28.05.20	Presentation
04.06.20	
11.06.20	Future Business Apps
18.06.20	Future Business Apps
25.06.20	Exam